



I hereby certify that this correspondence is being deposited with the U.S. Postal Service with sufficient postage as First Class Mail, in an envelope addressed to: MS Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on the date shown below.

Dated: June 19, 2006

Signature: *Dawn Class*

(Dawn Class)

Docket No.: UV-174  
(PATENT)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Patent Application of:  
M. Scott Reichardt et al.

Application No.: 09/731,115

Confirmation No.: 9203

Filed: December 6, 2000

Art Unit: 2623

For: SYSTEMS AND METHODS FOR  
COORDINATING INTERACTIVE AND  
PASSIVE ADVERTISEMENT AND  
MERCHANDISING OPPORTUNITIES

Examiner: Son P. Huynh

**RESPONSE TO RESTRICTION REQUIREMENT**

MS Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

In response to the Restriction Requirement set forth in the Office Action mailed May 17, 2006, Applicants hereby provisionally elect Group I, Species 1, claims 1, 3-8, 18-24, 29, 31-36, 46-52, 57, 59-64, 74-80 for continued examination.

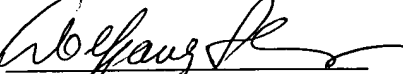
The Examiner has required restriction between Group I, claims 1, 3-8, 18-24, 29, 31-36, 46-52, 57, 59-64, and 74-80, drawn to method and system for providing access to a passive video product and interactive content from an interactive application, classified in class 725, subclass 60 and Group II, claims 25-28, 53-56, and 81-84, drawn to method and system for providing advertisement space/advertisement allocation to advertisers with timing of first advertisement...coincides with the timing of second advertisement and timing displaying of first and second advertisement, classified in class 725, subclass 32.

The Examiner has required restriction between Species 1 illustrated in figures 12-13 and Species 2 illustrated in figures 14-15.

Applicants believe no fee is due with this response. However, if a fee is due, please charge our Deposit Account No. 18-1945, under Order No. UV-174 from which the undersigned is authorized to draw.

Dated: June 19, 2006

Respectfully submitted,

By 

Wolfgang E. Stotius

Registration No.: 40,256

FISH & NEAVE IP GROUP,

ROPES & GRAY LLP

One International Place

Boston, Massachusetts 02110-2624

(617) 951-7000

(617) 951-7050 (Fax)

Attorneys/Agents For Applicant